



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT & COMMERCE

SAMEEKSHA

NEWSLETTER OCT-DEC 2024



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FROM THE EDITOR'S DESK

REFLECTING ON A QUARTER OF GROWTH AND INNOVATION

As we close the final quarter of 2024, the School of Management and Commerce (SOMC) continues its relentless pursuit of academic excellence, industry engagement, and holistic student development. The months from October to December have been a testament to our commitment to fostering knowledge, research, and professional growth.

SOMC has witnessed remarkable contributions in research this quarter. Our faculty members have actively published in renowned journals, participated in national and international conferences, and engaged in collaborative research projects that bridge the gap between academia and industry. We take immense pride in these scholarly pursuits that reinforce our position as a center for management thought leadership.

Our students continue to set benchmarks in both academics and extracurricular domains. Several students secured top positions in cultural and academic competitions, business simulation challenges, and inter-college debates. The Startup Pitch Competition, held in October, witnessed innovative business ideas, proving that SOMC nurtures the entrepreneurial spirit.

SOMC believes in learning beyond classrooms, and this quarter was packed with insightful events. The Personal Finance & Investment Awareness Workshop equipped students with essential financial literacy skills, while guest lectures and panel discussions featured distinguished industry professionals discussing emerging business trends. Additionally, industrial visits provided students with hands-on exposure to corporate environments, helping them bridge the gap between theoretical learning and real-world applications.

As we step into the new year, SOMC remains steadfast in its mission to create industry-ready professionals, drive impactful research, and offer enriching learning experiences. With a robust lineup of upcoming events, new collaborations, and innovative teaching methodologies, we are excited for what lies ahead.

A heartfelt thank you to our faculty, students, and industry partners who continue to make SOMC a hub of excellence, innovation, and leadership.

Wishing you all a prosperous and insightful 2025!

Dr. Anumeha Mathur, Assistant Professor, SOMC

Dr. Jonika Lamba, Assistant Professor, SOMC

Dr. Shikha Dutt Sharma, IQAC Co-ordinator

Editorial Board, Sameeksha

WORDS FROM LEADERSHIP



At KRMU, we are dedicated to fostering a learning ecosystem that challenges, inspires, and empowers our students.

Dear Readers,

Greetings!

As we move through the academic session at K.R. Mangalam University, we take this moment to reflect on our progress and the exciting journey ahead. The past months have been filled with learning, innovation, and meaningful collaborations, reinforcing our commitment to academic excellence and real-world impact.

The School of Management and Commerce (SOMC) continues to lead with a vision that goes beyond textbooks, emphasizing critical thinking, ethical leadership, and industry relevance. Through guest lectures, industry interactions, case study competitions, and research-driven learning, our students are gaining the skills and insights needed to navigate today's dynamic business environment.

At KRMU, we are dedicated to fostering a learning ecosystem that challenges, inspires, and empowers our students. The remainder of this academic session holds even more opportunities to engage, explore, and excel, and we encourage our students to make the most of every experience.

Let us continue this journey with passion, perseverance, and a commitment to excellence, ensuring that we make a lasting impact in academia, industry, and society.

Wishing everyone continued success and inspiration in the months ahead.

Prof. Raghuvir Singh
Vice Chancellor
K.R. Mangalam University

WORDS FROM LEADERSHIP



Our focus extends beyond academic rigor to nurturing emotional resilience, critical thinking, and well-being, ensuring that our students grow into well-rounded professionals and leaders.

Dear Readers,

Greetings of the day!

It is our pleasure to present the latest edition of Sameeksha, capturing the dynamic and enriching experiences at the School of Management and Commerce (SOMC) during this academic term. As we progress through the academic year 2024-25, our commitment to fostering a culture of excellence, innovation, and holistic development remains stronger than ever.

At SOMC, we continuously strive to equip our students with the knowledge, skills, and adaptability required to navigate the complexities of the corporate world. In an era where learning is a lifelong pursuit, the ability to unlearn, relearn, and evolve is key to staying ahead. Our focus extends beyond academic rigor to nurturing emotional resilience, critical thinking, and well-being, ensuring that our students grow into well-rounded professionals and leaders.

This edition highlights the engaging activities, impactful initiatives, and thought-provoking discussions that have shaped the past few months. From industry interactions to academic milestones, our vibrant learning environment continues to inspire curiosity and growth.

We extend our best wishes to all our readers and students for a fulfilling and successful journey ahead. May this academic year continue to bring new opportunities and remarkable achievements.

Happy Reading!

Dr. Indira Bhardwaj

Professor & Dean

School of Management and Commerce

KR Mangalam University

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ABOUT SCHOOL : VISION AND MISSION

School of management and Commerce offers a diverse range of programs; our courses are thoughtfully crafted to cater to the unique needs of the industry. Our curriculum is a perfect blend of theoretical foundations with practical applications ensuring that our graduates are well-prepared to navigate the complexities of the modern business world. Our dedicated faculty members bring a wealth of industry experience and insight to the classroom, ensuring that students receive a quality education in management, commerce, and business administration. The dedicated faculty team fosters an environment of intellectual curiosity and continuous learning. We take immense pride in our vibrant and inclusive community where students from diverse backgrounds come together to learn, lead and innovate. Our extensive network of alumni, corporate partners and academic collaborations provide unparalleled opportunities for professional growth and networking

Our Vision

To be a Top Business School in India recognized globally for Excellence and Innovation in Management Education and Research

Our Mission

The mission of the Business School is to

1. Nurture, Innovative and Ethical Leaders capable of managing change
2. Leverage Technology developing proficiency in students, enabling them to thrive in dynamic business models
3. Foster Research to advance the theory and practice of Management
4. Develop compassionate and socially responsible business leaders

Our Values

- Integrity
- Compassion
- Inclusivity
- Discipline
- Perseverance
- Patriotism

STUDENTS' ACHIEVEMENTS

The students of the School of Management and Commerce (SOMC) continue to demonstrate excellence across various domains, reinforcing the institution's commitment to academic and professional growth. Their remarkable performances in national and international business competitions have earned them prestigious accolades, showcasing their strategic thinking and problem-solving abilities.

SOMC students have also made significant contributions to research, with their innovative projects and papers gaining recognition at esteemed conferences. Their active participation in industry internships with leading organizations highlights their professional competence and dedication, often earning them commendations from industry experts. Beyond academics, our students engage

in meaningful community outreach initiatives and take on leadership roles in campus activities, exemplifying their commitment to holistic development and social responsibility. These achievements not only reflect their talent and perseverance but also bring great pride to the institution.

Garvit, a student of BBA-MBA Integrated (6th Semester), showcased exceptional talent at Lingaya's Vidyapeeth on October 19. Competing in the Folk Dance Group category, Garvit and his team secured the 1st position, bringing pride and recognition to SOMC. Their outstanding performance, blending cultural richness with artistic excellence, was highly applauded. This achievement highlights the vibrant extracurricular spirit at SOMC, encouraging students to excel beyond academics.



SOMC students shine bright, securing 1st place in the Folk Dance Group category at Lingaya's Vidyapeeth.

CERTIFICATES OF ACHIEVEMENTS OF SOMC STUDENTS

IBM **SkillsBuild**

Completion Certificate



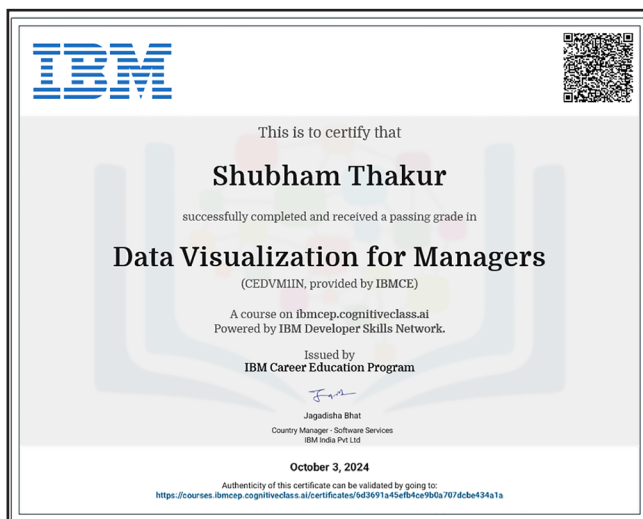
This certificate is presented to
Shubham Thakur

for the completion of
Cybersecurity Fundamentals (Earn a credential!)

(PLAN-FA511CDFAF48)

As indicated by this learner

Completion date: 10 Oct 2023 (GMT)



STUDENT ACHIEVEMENTS AND RESEARCH MILESTONES



N.K. Minz excels at the ECA Colloquium, MDI Gurgaon, showcasing his research in entrepreneurship and sustainability.

N.K. Minz, a dedicated and passionate student, has been actively contributing to academics, research, and public discourse. Securing 2nd position in the Declamation Contest on "Drug Abuse: Its Social, Psychological, and Health Consequences" on 21st October 2024, he demonstrated strong analytical thinking and public speaking skills. His research interests span entrepreneurship, sustainability, and skill-based education, leading to multiple publications, including contributions to IGI Global Scientific Publishing, The JMC Review, and the Journal of Management and Entrepreneurship. His research explores global entrepreneurship trends, youth entrepreneurial intentions, and sustainable waste

management strategies. Minz is also set to present his work at prestigious conferences such as the 5th International Conference on Global Financial and Business Environment (NDIM, New Delhi), the Doctoral and Early Career Academics (ECA) Colloquium (MDI, Gurgaon), and the International Multidisciplinary Research Conference (University of Mumbai). Additionally, he will participate in an ICSSR-sponsored international conference at Poddar International College, Jaipur, focusing on skill-based education and women entrepreneurship. His academic journey reflects a commitment to learning, research, and contributing to meaningful discussions in the field of management and entrepreneurship.

FACULTY ACHIEVEMENTS

PROF. (DR.) INDIRA BHARDWAJ FELICITATED BY NEAT 4.0



We are proud to announce that Prof. (Dr.) Indira Bhardwaj Dean SOMC has been honoured with an Appreciation Certificate under NEAT 4.0 in recognition of her valuable contributions. This prestigious acknowledgment highlights her commitment to academic excellence and innovation in education. NEAT (National Educational Alliance for

Technology) is a government initiative aimed at fostering technological advancements in learning. Her recognition at this platform is a testament to her dedication towards enhancing education through innovative methodologies. Congratulations to Prof. (Dr.) Indira Bhardwaj on this well-deserved achievement!

PRESTIGIOUS HONOR: FACULTY INVITED AS SESSION CHAIR



Dr. Jitin Kumar Gambhir honoured as a session chair at the International Conference hosted by Lingaya's University.

Dr. Jitin Kumar Gambhir made a valuable contribution as the session chair at the International Conference organized by Lingaya's University in association with the Jammu and Kashmir Association on October 26, 2024.

In this role, he moderated discussions, provided expert insights, and facilitated knowledge exchange among scholars and industry professionals. His ability to synthesize complex ideas and encourage meaningful

dialogue enriched the session, fostering a collaborative learning environment. Dr. Gambhir also highlighted emerging research trends, addressed critical challenges, and offered strategic recommendations to advance interdisciplinary studies. His leadership and academic contributions were widely appreciated by the participants and organizers.



Dr Devkanya Gupta

Assistant Professor SOMC



Dr. Devkanya Gupta played a significant role in the International Conference on "Recent Advancement in Multidisciplinary Innovation and Research: RAMIR-24," organized by DPG College on October 24, 2024. As a session chair, she facilitated engaging discussions, provided valuable insights, and guided scholarly deliberations on emerging trends in multidisciplinary research. Her expertise enriched

the session by offering critical analysis and thought-provoking perspectives, fostering meaningful exchanges among researchers and industry experts. Dr. Gupta also contributed by summarizing key takeaways, addressing research gaps, and encouraging future collaborations to drive innovation across disciplines. Her leadership and academic contributions were highly appreciated by participants and organizers alike.

DR. HAMZA NAIM INVITED AS SPEAKER AT FDP ON RESEARCH METHODOLOGY



Dr. Hamza Naim honoured as a distinguished speaker at the FDP on research paper writing at GNIOT Institute of Professional Studies.

We are delighted to share that Dr. Hamza Naim, Assistant Professor at K.R. Mangalam University, Gurugram, was invited as a distinguished speaker for the Faculty Development Program (FDP) organized by GNIOT Institute of Professional Studies (GIPS) on October 19, 2024.

Dr. Naim conducted an insightful session on "Data Collection and Organization – How to Write Citation of Paper and Find Research Gap." The session provided valuable guidance on structuring research papers, enhancing citation accuracy, and

identifying research gaps, crucial for academic excellence.

The event, supported by IndianResearchers.com as a media partner, was attended by faculty members and researchers, benefiting from expert insights on improving research methodologies.

We congratulate Dr. Hamza Naim for his impactful contribution to the academic community and for sharing his expertise on such a vital topic!

EXCELLENCE IN RESEARCH: BEST PAPER PRESENTATION AWARD



Vijay Prakash Sharma receiving the 'Best Paper' award at the Winter Conference on Sustainable Business 2024, Great Lakes Institute of Management, Gurgaon



We are proud to announce that Dr. Vijay Prakash Sharma has been awarded the Best Paper Award at the prestigious Winter Conference on Sustainable Business 2024, held on December 19th -20th , 2024 at the Great Lakes Institute of Management, Gurgaon.

His research paper, titled "Leveraging Industry 5.0 Enablers: Empowering Digital Twins as a Strategic Tool for Efficient Supply Chain Operations," explores the transformative

role of digital twin technology in enhancing supply chain efficiency through Industry 5.0 enablers. This innovative work contributes significantly to the field of sustainable business practices by integrating advanced digital tools with operational strategies.

Congratulations to Dr. Vijay Prakash Sharma on this well-deserved recognition for his outstanding research and contribution to sustainable business innovation!



Dr. Sapna Rana
Assistant Professor SOMC



We are delighted to announce that Dr. Sapna Rana has been honored with the Best Paper Presentation Award at the 3rd International Conference on Recent Advancement in Multidisciplinary Innovation and Research (RAMIR-24).

Dr. Rana presented her research paper titled "Evaluating the Role of Emotional Intelligence as a Necessary Condition for Job Satisfaction: An NCA Approach." This study highlights

the critical role of emotional intelligence in fostering job satisfaction, using the Necessary Condition Analysis (NCA) methodology to establish its significance.

This prestigious recognition reflects Dr. Sapna Rana's dedication to impactful research and her outstanding contributions to the field. Congratulations on this well-deserved achievement!

OUR CORPORATE PARTNERS

K.R. Mangalam University's School of Management and Commerce (SOMC) has established strategic partnerships with leading industry organizations to enhance its academic offerings and provide students with practical, real-world experience. These collaborations bridge the gap between theoretical knowledge and industry practices, ensuring that graduates are well-prepared for the dynamic business environment.

Grant Thornton: Enhancing Accounting and Finance Education

In collaboration with Grant Thornton, a renowned global accounting and consulting firm, SOMC offers specialized programs in International Accounting and Finance. This partnership provides students with advanced knowledge in accounting principles, financial management, and global financial reporting standards, aligning academic curricula with industry requirements. Students benefit from expert-led training sessions, live case studies, and mentorship from professionals, equipping them with the skills necessary to excel in the accounting and finance sectors.

Safexpress: Integrating Logistics and Supply Chain Management

Partnering with Safexpress, a leader in supply chain and logistics in India, SOMC offers programs focusing on Logistics and Supply Chain Management. This collaboration ensures that students gain in-depth understanding of logistics operations, supply chain strategies, and industry best practices. Through industry visits, internships, and real-world projects facilitated by Safexpress, students acquire hands-on experience, preparing them for successful careers in the logistics sector.

Samatrix: Advancing Business Intelligence and Analytics

SOMC's alliance with Samatrix and IBM brings cutting-edge technology and analytics expertise into the classroom. This partnership offers programs in Business Intelligence and Analytics, providing students with proficiency in data analysis, business intelligence tools, and decision-making processes. Access to IBM's advanced analytics platforms and Samatrix's industry insights enables students to work on live projects, enhancing their analytical and technical skills, which are crucial in today's data-driven business landscape.

GCEC Global Foundation: Fostering Entrepreneurship

Through collaboration with the Global Centre for Entrepreneurship and Commerce (GCEC) Global Foundation, SOMC emphasizes entrepreneurial education. This partnership encourages students to develop innovative thinking, business planning skills, and an entrepreneurial mindset. GCEC provides mentorship, resources, and networking opportunities, empowering students to launch their ventures or contribute innovatively within established

organizations.

NSE Academy: Strengthening Financial Market Acumen

SOMC's partnership with the National Stock Exchange (NSE) Academy integrates financial market education into its commerce programs. Students gain practical insights into stock markets, trading strategies, and financial instruments. This collaboration ensures that graduates are well-versed in financial markets, enhancing their employability in the finance and investment sectors.

CESIM: Enhancing Business Simulations

In association with CESIM, a provider of business simulation games, SOMC incorporates interactive learning tools into its curriculum. These simulations allow students to experience real-world business scenarios, enhancing their strategic thinking, decision-making, and teamwork skills. This experiential learning approach prepares students to handle complex business challenges effectively.

IBM: Integrating Technology and Business

SOMC's collaboration with IBM focuses on integrating technology with business education. Students learn about emerging technologies such as artificial intelligence, blockchain, and cloud computing, and their applications in business. Access to IBM's resources and expertise ensures that students are prepared to leverage technology in solving business problems.

Imarticus Learning: Transforming Finance & Business Analytics Education

SOMC's collaboration with Imarticus Learning, a leading ed-tech company specializing in finance, business analytics, and technology-driven education, enhances student employability by integrating industry-relevant certifications and practical learning modules.

These industry partnerships exemplify SOMC's commitment to providing a holistic and practical education. By aligning academic programs with industry needs, K.R. Mangalam University's School of Management and Commerce ensures that its graduates are not only knowledgeable but also industry-ready, equipped with the skills and experiences necessary to thrive in their careers.

Featured Corporate Trainer

Divakar Nigam is a seasoned professional with over 12 years of experience in sales and soft skills training within the Banking, Financial Services, and Insurance (BFSI) sector. He has held significant positions, including Regional Training Manager roles at RBL Bank and Kotak Mahindra Bank, where



he managed training programs across multiple regions. His expertise encompasses on-the-job training, induction programs, product and process training, and virtual training sessions. Certified as a "FLIP Mortgage Trainer" and having trained over 15,000 BFSI professionals, Divakar excels in

gap analysis, training needs identification, and content development. His commitment to excellence is reflected in accolades such as the MD and CEO PREET Award at RBL Bank in 2021 for outstanding contributions to retail banking learning initiatives.

EVENTS

K.R. MANGALAM UNIVERSITY HOSTS CHAPTER CONVENTION ON QUALITY CONCEPTS IN COLLABORATION WITH QCFI



Celebrating excellence and innovation at the QCFI Delhi Chapter Convention on Quality Concepts at K.R. Mangalam University

K.R. Mangalam University, in collaboration with the Quality Circle Forum of India (QCFI), Delhi Chapter, successfully hosted the Chapter Convention on Quality Concepts on November 30, 2024. Themed "Investing in People, Building a Better Future," the event witnessed significant participation, with delegates from 35 organizations and 45 teams competing in a dynamic case study competition.

The convention was graced by the presence of Prof. (Dr.) Anirban Chakraborty (JNU), Prof. (Dr.) Raghuvir Singh (VC, KR Mangalam University), Dr. Surya Prakash (Great Lakes University), G. Venkataramanan (Chairman, QCFI Delhi Chapter), Prof. (Dr.) Varuna Tyagi (Dean, Academics KR Mangalam University), Dr. Vibha Thakur (Director, CDC), along with other dignitaries from corporate sector, QCFI

and K.R. Mangalam University. The event showcased innovative case studies from industries including manufacturing, IT, and healthcare. Teams competed in three categories—Gold, Silver, and Bronze—celebrating their exemplary contributions to quality concepts. The event highlighted the collective efforts of the School of Management and Commerce (SOMC) faculty, who supported and contributed to its seamless execution under the guidance of Prof. (Dr.) Indira Bhardwaj (Dean, SOMC). The convention featured inspiring speeches, cultural performances, and interactive learning experiences. This grand event provided an excellent platform for students to connect with industry leaders and gain practical insights into corporate practices, marking a significant milestone in fostering industry-academia collaboration.

PERSONAL FINANCE & INVESTMENT AWARENESS WORKSHOP

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Empowering students with financial literacy at the Personal Finance & Investment Awareness Workshop



Dr. Anumeha presenting a souvenir in recognition of contributions at the Personal Finance & Investment Awareness Workshop.

The School of Management and Commerce, KR Mangalam University, hosted a Personal Finance & Investment Awareness Workshop on 17th October 2024, led by Dr. Mukul Jain. Dr. Jain, an Empanelled Trainer with SEBI and NISM, provided insightful guidance on personal finance, covering essential topics like budgeting, saving, investment options (stocks, mutual funds, fixed deposits), and risk management. He emphasized the significance of early financial planning and its impact on long-term wealth creation through the power of compounding. The faculty co-ordinators for the event were Dr. Anumeha Mathur, Dr. Kriti Arya and Dr. Pushpendra Singh. The session also focused on

the roles of SEBI and CDSL in safeguarding investor interests and ensuring secure financial transactions. Students were actively engaged, asking questions related to managing personal finances, student loans, and investment choices. They also participated in a hands-on activity to create sample financial plans.

The event was a resounding success, with students expressing enthusiasm for the practical insights gained. Many showed interest in future workshops on advanced financial topics. The collaboration with SEBI and CDSL ensured the session provided students with valuable industry-relevant knowledge.



INDUSTRIAL VISIT TO SAFEEXPRESS PVT. LTD.



Industry expert enlightening SOMC students on logistics and supply chain operations during their visit to SafeExpress Pvt. Ltd



SOMC students actively engaging in an industrial visit to SafeExpress Pvt. Ltd., gaining valuable insights into logistics and supply chain management operations.

On 16th October 2024, students of BBA (Logistics & Supply Chain Management) and BBA (H) Research Final Year had the opportunity to gain firsthand industry exposure during an industrial visit to SafeExpress Pvt. Ltd. The visit, coordinated by Dr. Vijay, Dr. Sarin, and Dr. Poonam, provided students with valuable insights into modern logistics, supply chain operations, and warehouse management techniques. Industry experts at SafeExpress explained the intricacies of inventory handling, packaging,

order fulfilment, and last-mile delivery—key components of efficient supply chain management. The interactive session enabled students to bridge the gap between theoretical learning and real-world application, enhancing their understanding of logistics strategies, technological advancements, and industry best practices. The visit was a great learning experience, equipping students with practical knowledge essential for their future careers in logistics and supply chain management.

INDUSTRIAL VISIT TO YAKULT DANONE INDIA PVT. LTD.



SOMC students assembled at the university campus before departing for an enriching industrial visit to Yakult Danone India Pvt. Ltd.



SOMC students gain industry insights during an enriching visit to Yakult Danone India Pvt. Ltd., exploring production, quality control, and marketing strategies in the probiotic beverage sector

On 17-10-2024 Students of BBA and MBA (1st Year) had an enriching industrial visit to Yakult Danone India Pvt. Ltd., guided by faculty coordinators Dr. Shubham, Dr. Jonika, and Mr. Takrar. The visit provided students with a practical understanding of the probiotic beverage industry, covering key aspects such as production processes, quality control, packaging, and marketing strategies. Experts at Yakult explained the importance of probiotics for digestive

health and how advanced technology and stringent quality measures ensure product consistency. Students also gained insights into the company's global presence, supply chain operations, and customer engagement strategies. The visit was an eye-opening experience, bridging the gap between classroom learning and industry practices, and inspiring students to explore opportunities in the FMCG and healthcare sectors.

Industrial Visit to Parle Biscuits Pvt. Ltd.: A Practical Learning Experience



SOMC students gain hands-on industry insights during an enriching visit to Parle Biscuits Pvt. Ltd., exploring production, quality control, and supply chain management.



Dr. Pushendra accompanies SOMC students on an enriching industrial visit to Parle Biscuits Pvt. Ltd

The School of Management and Commerce (SOMC) at K.R. Mangalam University organized an enriching industrial visit to Parle Biscuits Pvt. Ltd. on December 5, 2024, for BBA Semester I students. This visit provided valuable insights into the FMCG sector, allowing students to witness firsthand the production, quality control, and supply chain processes of a

leading brand. Through an interactive session with company representatives, students explored key business functions, including operations, marketing, and financial strategies. The visit successfully bridged the gap between theory and practice, equipping students with real-world business knowledge essential for their academic and professional growth.

SESSION ON PROFESSIONAL ETHICS FOR TEACHERS AT SOMC



SOMC hosts a special talk on Professional Ethics with Prof. (Dr.) Mehraj Uddin Mir, enlightening students on integrity, accountability, and ethical decision-making in business.

The School of Management & Commerce (SOMC) at K.R. Mangalam University organized an insightful session on Professional Ethics for Teachers on December 27, 2024. Led by Prof. (Dr.) Mehraj Uddin Mir, Chair, Moti Lal Nehru, the session emphasized the ethical dimensions of teaching, decision-making, and fostering integrity in academia. Faculty

members actively engaged in discussions on ethical dilemmas, confidentiality, fairness in evaluations, and creating inclusive classrooms. The interactive session reinforced the importance of ethical practices in education, equipping faculty with valuable frameworks for responsible teaching and academic leadership.

FACULTY RESEARCH

FACULTY PATENTS: ADVANCING INNOVATION AND RESEARCH EXCELLENCE

We are proud to highlight the remarkable achievements of our esteemed faculty members in the field of innovation and research. Their dedication and expertise have led to groundbreaking patents that contribute significantly to their respective domains. Below are some of the notable patents recently filed:

1. Dr. Divya Singh – Impact of Job Performance on AI-Driven Organizational Network Analysis (published on 30/10/2024) This patent explores the intersection of artificial intelligence and organizational performance, analysing the impact of AI-driven network structures on job performance. The research provides insights into optimizing workforce dynamics using AI-based analytics.

2. Dr. Sangeeta Chauhan – An Investigation into the Impact of CSR on Engagement and Retention Rates in Global Corporations (published on 20.10.24) This research investigates how corporate social responsibility (CSR) initiatives influence employee engagement and retention in multinational organizations, providing valuable strategies for enhancing workplace sustainability and corporate ethics.

3. Dr. Vijay Prakash – A Portable Digital Marketing Device (published on 10/21/24) Addressing the evolving landscape of digital marketing, this innovative device is designed to enhance marketing strategies with portability and advanced technological capabilities, facilitating seamless outreach for businesses.

These patents showcase the commitment of our faculty to pioneering research and innovation that have real-world applications. We congratulate them on their outstanding contributions and look forward to seeing the impact of their work in their respective fields.

Faculty Research Publications: Advancing Knowledge Across Diverse Domains

We are delighted to share the recent research contributions of our esteemed faculty members, showcasing their dedication to academic excellence and knowledge dissemination. These impactful research papers span various fields, including finance, artificial intelligence, sustainability, mental health, and corporate performance, reflecting our commitment to interdisciplinary scholarship.

Recent Faculty Publications

1. The Ripple Effect of Financial Stress on Parental Mental Health: A Comprehensive Analysis Dr. Anumeha Mathur, Dr. Devkanya Gupta, Ms. Sukanya Chaudhary – Journal of the School of Language, Literature and Culture Studies published on 10th December 2024. This study explores the impact of financial stress on parents' mental health, offering insights into coping mechanisms and policy recommendations.

2. Integrating Indian Ethos with Sustainable Development: A Holistic Approach to Well-Being

Dr. Anumeha Mathur, Ms. Kriti Arya, Ms. Sukanya Chaudhary – Journal of the School of Language, Literature and Culture Studies published on 10th December 2024. A thought-provoking study that integrates traditional Indian values with sustainable development principles to promote overall well-being.

3. Evaluating the Role of Emotional Intelligence as a Necessary Condition for Job Satisfaction: An NCA Approach Dr. Sapna Rana – Journal of the School of Language, Literature and Culture Studies, published on 17th December, 2024. This research highlights the critical role of emotional intelligence in achieving job satisfaction, particularly in dynamic workplace environments.

4. A Bibliometric Review of Artificial Intelligence Technologies in Human Resource Management: An Overview of Research Trends Dr. Anshika Prakash – Global Knowledge, Memory, and Communication A comprehensive bibliometric study analyzing the evolution of AI-driven HRM technologies and their impact on workforce efficiency published on 31st December, 2024.

5. Input-Oriented Super Efficiency Evaluation of Indian Commercial Banks Dr. Jonika Lamba – Journal of Information & Optimization Science This research evaluates the operational efficiency of Indian banks, providing key insights into optimizing financial performance published on 18th December, 2024.

6. The Role of Financial Innovation in Enhancing Financial Inclusion in the 21st Century: An Empirical Study Mr. Ritesh Nimker, Dr. Deepika Chaudhary – IPE Journal of Management This study assesses how financial innovations contribute to greater financial inclusion, especially in emerging markets published on 31st December, 2024

7. A recent study titled "Ownership Concentration Impact on Firm Performance: Evidence from the Manufacturing and Services Industrial Sector" published in Corporate Ownership & Control (2024) on 10th December, 2024 explores the relationship between ownership concentration and firm performance. Authored by Dr. Hamza Naim, the research analyzes how a concentrated ownership structure influences financial and operational outcomes in the manufacturing and services sectors.

These publications highlight our faculty's commitment to cutting-edge research, innovation, and thought leadership across multiple disciplines. We extend our heartfelt congratulations to all the authors for their outstanding contributions and for furthering academic excellence in their respective fields.

CLUBS AND SOCIETIES

Management Society Live Bingo Bash Brings Fun and Community Spirit to Campus

The Management Society at K.R. Mangalam University successfully organized the Live Bingo Bash on October 1, 2024, bringing together 42 enthusiastic participants for an evening of excitement and friendly competition. Held in Room No. C 416, the event provided students with a much-needed break from academics, fostering social interaction and a sense of community. With multiple game rounds featuring different winning patterns, students eagerly marked their Bingo cards, engaging in a lively and entertaining experience. The event, coordinated by Dr. Sarina Asif, Dr. Deepak Kumar, and Dr. Rupali, alongside student coordinators Mr. Priyam Bhardwaj and Ms. Ridhi Verma, was met with an overwhelmingly positive response. The Bingo Bash reinforced the Management Society's commitment to creating vibrant, engaging spaces for students beyond academics, paving the way for more interactive and enjoyable social events in the future.



SOMC hosts a special talk on Professional Ethics with Prof. (Dr.) Prof. (Dr.) Mehraj Uddin Mir, enlightening students on integrity, accountability, and ethical decision-making in business.

Fostering Innovation: Startup Pitch Competition at K.R. Mangalam University



Presenters confidently delivering their pitch to the panel of judges, seeking constructive feedback and evaluation for their startup ideas.

The Startup Pitch Competition, organized by the Management Society on October 15, 2024, at Room No. C 416, provided a dynamic platform for students to showcase their entrepreneurial ideas. With 34 participants, the competition featured innovative startup concepts such as On-Demand Smart Ambulance Service, Sustainable Packaging Solutions, and Smart Farming Solutions. The event was judged by Dr. Deepak Kumar and Dr. Rupali, who evaluated pitches based on originality, feasibility, and market potential.

After a rigorous competition, Raghav Joshi secured first place for his On-Demand Smart Ambulance Service, while Hemanshi won second place for her Sustainable Packaging Solutions idea. Participants received valuable feedback from judges, helping them refine their business strategies. The competition not only encouraged entrepreneurial thinking but also strengthened students' presentation and problem-solving skills. Moving forward, the Management Society aims to expand the event by involving industry experts, investors, and startup mentors, providing students with greater exposure and opportunities to turn their ideas into reality.

INVESTMENT CLUB

Wealth Wizard: Portfolio Management – An Engaging Investment Club Initiative

The Investment Club of K.R. Mangalam University successfully organized an offline session titled "Wealth Wizard: Portfolio Management" on October 18, 2024, aimed at equipping students with practical investment knowledge and portfolio management strategies.

The event witnessed enthusiastic participation from students, eager to enhance their financial acumen. Led by Dr. Renu Verma, Professor at the School of Humanities, the session covered key concepts such as diversification, asset allocation, risk management, and market trend analysis.

Dr. Verma provided insightful strategies on balancing risk and return while investing in mutual funds and other asset classes. The session concluded with an interactive Q&A round, where students actively engaged in discussions on investment decision-making and wealth creation. Coordinated by Dr. Renu Verma, Dr. Nizamuddin, Ms. Rohini Kumari, and Mr. Takrar Ahmed, the event proved to be a valuable learning experience, leaving participants with a stronger foundation in portfolio management and financial planning.

WORKSHOP ON RISK REAPERS: ONLINE DERIVATIVE TRADING



Dr. Nizamuddin explaining Online Derivative Trading

The Investment Club of K.R. Mangalam University organized an offline workshop titled "Risk Reapers – Online Derivative Trading" on October 1, 2024, in Room A208. This insightful session, led by Dr. Nizamuddin (Assistant Professor, SOMC), aimed at equipping students with foundational knowledge and practical exposure to derivative trading. The workshop covered key aspects of derivatives, trading strategies, and risk management. Dr. Nizamuddin provided a live demonstration of online trading platforms, helping students understand market operations, hedging techniques,

and speculation strategies. The session also emphasized disciplined trading and risk mitigation methods, ensuring participants gained hands-on learning experience. The event featured an interactive Q&A and group discussion, where students actively engaged with queries on market trends, trading psychology, and strategic investment decisions. Coordinated by Dr. Renu Verma, Dr. Nizamuddin, Ms. Rohini Kumari, and Mr. Takrar Ahmed, the workshop proved to be a valuable learning platform for students looking to explore online derivative trading and financial markets.

SOMC STUDENTS AT ENVIRONMENTAL CLUB

SUSTAINABILITY IN ACTION: ENVIRONMENT CLUB'S ECO-FRIENDLY EVENT

The Environment Club proudly showcased its remarkable work highlighting the creativity and commitment of students toward sustainability. The event featured an impressive display of eco-friendly products, including beautifully crafted paper bags, jute bags, and boxes, along with innovative packaging made from recycled materials. The centerpiece of the exhibition was a striking Earth model created entirely

from recycled paper, which captivated the attention of attendees. Adding to the interactive experience, a vibrant selfie point invited visitors to capture memories while pledging their commitment to protecting the environment. The events served as a powerful reminder of the urgent need to embrace sustainable practices and inspired everyone present to take meaningful steps toward a greener future.



Environment Club Showcase: Promoting Sustainability and Waste Management



Ms. Akanksha Kathuria with SOMC students showcasing innovative sustainability initiatives and eco-friendly projects in the Environment Club

COMMUNITY CONNECT

Mewat Haat is a platform created by MBA student Anjali Sharma under the guidance of Dr. Sapna Rana and Dr. Mohd Nizamuddin as a part of an initiative to support rural women in Haryana's Mewat district. This website serves as a bridge between skilled artisans and a wider marketplace, providing them with financial opportunities and greater visibility for their handcrafted products.

Mewat Haat showcases a diverse range of traditional and handmade items, including handwoven textiles, embroidered clothing, organic farm produce, and intricately designed home décor. Each product reflects the rich cultural heritage and craftsmanship of the artisans, ensuring authenticity and


quality. Beyond selling products, the platform also offers training programs and workshops aimed at enhancing the business and technical skills of rural women. These initiatives empower them with knowledge about digital marketing, financial management, and sustainable business practices, enabling them to become independent entrepreneurs.

By fostering entrepreneurship and promoting sustainable development, Mewat Haat strengthens community resilience, uplifts the economic status of women, and contributes to the overall socio-economic development of the region.

Link to website <https://dev-mewat-haat.pantheonsite.io/>

GLIMPSES OF THE WEBSITE


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SOMC KRMU, Sohna Road, Gurgaon-122018

PHONE:

Full Name *

Email *


04

Handcrafted Colorful Buddha Statue

Price Range: ₹1,000

Material: Crafted from durable resin, making it both lightweight and sturdy.

Design: This statue features vibrant colors and intricate detailing that represent the cultural essence of peace and tranquility. The design includes traditional elements and patterns, making it ideal for home decor or as a gift.




05

Kantha Quilt

Price Range: ₹1,500

Material: Cotton




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27

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Empowerment Through Commerce


01

Rustic Charm

Price Range: ₹500

Material: Natural clay

Design: This charming clay pot exudes a rustic appeal with its hand-shaped design and earthy tones. The pot features a unique, wavy rim and is adorned with small clay beads, adding a touch of whimsy.



STUDENT'S INTERNSHIP

The School of Management and Commerce (SOMC) at K.R. Mangalam University continues to uphold its legacy of excellence in academia and industry integration by securing remarkable internship and placement opportunities for its students. With a focus on equipping students with practical knowledge, industry exposure, and essential professional skills, SOMC has facilitated numerous placements and internships across top-tier organizations, multinational corporations, and emerging

startups. The placement drive at SOMC has witnessed exceptional offers from top recruiters with high placement conversion rates. Students have been placed in reputed firms across various domains, with roles in business development, finance, digital marketing, consulting, and operations. Many students have also received Pre-Placement Offers (PPOs) from organizations where they interned, reflecting their strong performance and industry readiness.

Sr. No.	ROLL NO.	STUDENT NAME	COURSE	Name of Company
1	2302570067	Aditya Kumar Singh	MBA	Insplore
2	2302570044	Shubham Kaushik	MBA	Insplore
3	2302570060	Tannu	MBA	Insplore
4	2302570004	Himani Chaudhary	MBA	Sunstone
5	2202080033	Kartik Verma	BBA	Probitry Corpadoris & Associate LLP
6	2302570012	Rajan Kumar	MBA	Kuwarji Motors
7	2302570022	Parshant Rangi	MBA	Synkriom Tech. Pvt Ltd
8	2202080024	Lavanya Aggarwal	BBA	Radius Logistics
9	2202080219	Satyam Gupta	BBA	Invision Acres
10	2202080223	Aryan Sharma	BBA	Invision Acres
11	2202080097	Unnati Aggarwal	BBA	Invision Acres
12	2202080047	Shruti Shree	BBA	Invision Acres
13	2202080239	Priyanka Sharma	BBA	Invision Acres
14	2202390063	Tanshika Raizada	BBA in BI and Analytics SAMATRIX	Invision Acres
15	2202390045	Tamanna Pruthi	BBA in BI and Analytics SAMATRIX	Invision Acres
16	2302570003	Govind Sharma	MBA	ERGO SPACES
17	2202080024	Lavanya Aggarwal	BBA	Dhunguru Music
18	2202080044	Neeraj	BBA	Sheer Bulls India Pvt. Ltd.
19	2302570013	Kajal	MBA	Insplore
20	2302570016	Akanksha	MBA	Insplore
21	2302570018	Monika	MBA	Insplore
22	2302570045	Sohil	MBA	Insplore
23	2302570051	Jhanvi	MBA	Insplore
24	2202080100	Parul Yadav	BBA	Insplore
25	2302570066	Sanchit Kumar Tyagi	MBA	Insplore
26	2302570070	Shubham Thakur	MBA	Insplore
27	2302570072	Udit Sharma	MBA	Insplore
28	2302570010	Roshan Singh	MBA	Insplore
29	2302570012	Rajan Kumar	MBA	Insplore
30	2302570015	Priyansh	MBA	Insplore
31	2302570030	Ajay Joon	MBA	Insplore
32	2302570040	Alisha Singh	MBA	Insplore
33	2302570043	Megha Belwal	MBA	Insplore
34	2202080006	Akhil Negi	BBA	Insplore

Sr. No.	ROLL NO.	STUDENT NAME	COURSE	Name of Company
35	2202080016	Kartikya Madan	BBA	Insplore
36	2202080018	Hitesh	BBA	Insplore
37	2202080024	Lavanya Aggarwal	BBA	Insplore
38	2202080027	Rakshit Maan	BBA	Insplore
39	2202080044	Neeraj	BBA	Insplore
40	2202080060	Umang Kumar Attri	BBA	Insplore
41	2202080066	Palak Narula	BBA	Insplore
42	2202080068	Vilas Jangid	BBA	Insplore
43	2202080073	Ankita Gupta	BBA	Insplore
44	2202080075	Vidhi Upadhyay	BBA	Insplore
45	2202080081	Shreansh Singh	BBA	Insplore
46	2202080091	Priyanka Negi	BBA	Insplore
47	2202080092	Anshu	BBA	Insplore
48	2202080099	Dhruv	BBA	Insplore
49	2202080140	Tushar Yadav	BBA	Insplore
50	2202080141	Vishal Pawar	BBA	Insplore
51	2202080142	Divesh Yadav	BBA	Insplore
52	2202080143	Kunal Lohia	BBA	Insplore
53	2202080153	Aryan Gupta	BBA	Insplore
54	2202080155	Kunal Sehwat	BBA	Insplore
55	2202080160	Amar Sikand	BBA	Insplore
56	2202080188	Ansh Aggarwal	BBA	Insplore
57	2202080190	Sanya Gupta	BBA	Insplore
58	2202080212	Ankush Kumar	BBA	Insplore
59	2202080052	Beauty Paul	BBA	Insplore
60	2202080071	Kushagra Garg	BBA	Insplore
61	2202080096	Jiya Katyal	BBA	Insplore
62	2202080198	Aaditya Singh Khatana	BBA	Insplore
63	2202080204	Aditya Raj	BBA	Insplore
64	2202080230	Krish Khandelwal	BBA	Insplore
65	2202080238	Ayush Rawat	BBA	Insplore
66	2202080252	Aryan Kashyap	BBA	Insplore
67	2302570045	Sohil	MBA	Learningshala
68	2302570007	Bhavye Arora	MBA	RSPL
69	2202390027	Sumit Mehra	BBA in BI and Analytics SAMATRIX	Orchid International School (K12)
70	2202080187	Vikram	BBA	RK Logistics
71	2302570003	Govind Sharma	MBA	Runo Rutakshi Technologies Pvt Ltd
72	2202080190	Sanya Gupta	BBA	All India Institute of Occult Science
73	2202210015	Naveen Jindal	B.Com Program	Spell Petrochem Pvt. Ltd.
74	2202070026	Anusuya Nagpal	B.Com (H)	Timez Care Services Pvt. Ltd.
75	2202210012	Anandhu V	B.Com Program	Mex Exhibition Pvt Ltd
76	2202080061	Vanshaj Arora	BBA	Brand Street
77	2302480021	Aditi Agrawal	MBA In Digital Marketing (Imarticus learning)	Retcons Tech. Pvt Ltd
78	2302570052	Nilesh Kashyap	MBA	Retcons Tech. Pvt Ltd
79	2302480039	Yuvraj Null	MBA In Digital Marketing (Imarticus learning)	HCISPL

Sr. No.	ROLL NO.	STUDENT NAME	COURSE	Name of Company
80	2202080057	Jatin Mittal	BBA	Veekay Polycoats Limited
81	2202080064	Adarsh Dhauni	BBA	Abdos Oils Pvt. Ltd.
82	2302570023	Noyal K Jiji	MBA	One97 Paytm
83	2202390018	Sahil Gupta	BBA in BI and Analytics SAMATRIX	JSS Business
84	2302480030	Kashish	MBA In Digital Marketing (Imarticus learning)	Junglee Games
85	2202210038	Aashu Kumar	B.Com Program	Capital Boon
86	2202210008	Abhay Kumar Tiwari	B.Com Program	Magicpin
87	2202210010	Astha Shukla	B.Com Program	Magicpin
88	2302570033	Khushi Jain	MBA	WNS
89	2202070013	Ishita S Xavier	B.Com (H)	Invision Acres
90	2202080071	Kushagra Garg	BBA	Jeto Vacations Pvt. Ltd
91	2202070005	Mishita Bhatia	B.Com (H)	Invision Acres
92	2302570040	Alisha Singh	MBA	Invision Acres
93	2202070013	Ishita S Xavier	B.Com (H)	Wayspire
94	2302570052	Nilesh Kashyap	MBA	Wayspire
95	2302570048	Prachi Jain	MBA	Wayspire
96	2202080184	Vaibhav Malik	BBA	Wayspire
97	2302480041	Swastik Basoya	MBA In Digital Marketing (Imarticus learning)	ProcMart
98	2302570072	Udit Sharma	MBA	ProcMart
99	2302480019	Yatin Saini	MBA In Digital Marketing (Imarticus learning)	Mynd Integrated Solutions Pvt. Ltd.
100	2302480035	Sahil Shokeen	MBA In Digital Marketing (Imarticus learning)	John Deere, Shree Mahadev Enterprise
101	2302570015	Priyansh	MBA	Industryplus Services Pvt. Ltd.
102	2302570007	Bhavye Arora	MBA	Ambak Tenb Fintech Pvt Ltd.
103	2202080219	Satyam Gupta	BBA	Oodles Technologies
104	2202080241	Devansh Sharma	BBA	Career Orbits e Portal Pvt. Ltd.
105	2202080122	Diksha Jayara	BBA	Shivay Hospital
106	2202080042	Versha Sansanwal	BBA	Shivay Hospital
107	2202390039	Dimple	BBA in BI and Analytics SAMATRIX	Shivay Hospital
108	2202080018	Hitesh	BBA	Hartansh Clothing Pvt. Ltd.
109	2302570003	Govind Sharma	MBA	WNS
110	2302570027	Nischay Grover	MBA	AS Enterprises
111	2202080107	Kanishka Sharma	BBA	Shree Om Ji Cattle Feed Industries
112	2202080139	Mansi Mishra	BBA	Stellar Innovative Transportation solluti. Pvt. Ltd
113	2202080162	Vanshika Sehrawat	BBA	Stellar Innovative Transportation solluti. Pvt. Ltd
114	2202080141	Vishal Pawar	BBA	Redsi Fashion
115	2302570052	Nilesh Kashyap	MBA	Junglee Games
116	2302570066	Sanchit Kumar Tyagi	MBA	HCL Tech
117	2202080158	Vivek Malhotra	BBA	Consciento
118	2302570035	Megha Saini	MBA	Helical Springs
119	2302570004	Himani Choudhary	MBA	Deep Precesion Industries
120	2302570056	Manjeet Kumar	MBA	Deep Precesion Industries
121	2302480002	Ansh Tyagi	MBA In Digital Marketing (Imarticus learning)	Shift my Car
122	2302570028	Mandeep Sehrawat	MBA	Shri Balaji Sanitary & Hardware

Sr. No.	ROLL NO.	STUDENT NAME	COURSE	Name of Company
123	2302570029	Sunny Dahiya	MBA	Shri Balaji Sanitary & Hardware
124	2202080125	Nesh Bedi	BBA	NK Industries
125	2202080160	Amar Sikand	BBA	NK Industries
126	2202080156	Dev Katyal	BBA	Consciento
127	2202520008	Riya Dagar	BBA AND MBA INTEGRATED	Elyson Software Pvt. Ltd
128	2202390059	Pratham Sehgal	BBA in BI and Analytics SAMATRIX	Unikon Innovations Pvt. Ltd.
129	2302570014	Aakash Upadhyay	MBA	AMW Group
130	2202080066	Palak Narula	BBA	Gifting Hues
131	2302570062	Harsh Bhardwaj	MBA	Chirag Hospital
132	2202080010	Tarun Parihar	BBA	Radha Krishna Homes
133	2202080074	Pallavi Kumari	BBA	Invest4Edu
134	2202070060	Ujjwal Aggarwal	B.Com (H)	Euro Control N Automation
135	2202080179	Tushar Jindal	BBA	Raymond
136	2202080109	Rishabh Jain	BBA	Raymond
137	2302570026	Aryan Kumar	MBA	Sagar Travels
138	2302570017	Sourav Yadav	MBA	Sagar Travels
139	2202080224	Kashish Neupane	BBA	Learning Routes
140	2202070005	Mishita Bhatia	B.Com (H)	Go Sharpner
141	2202080024	Lavanya Aggarwal	BBA	Go Sharpner
142	2202080135	Jingyasa Mohapatra	BBA	Nuworld Retail Private Limited
143	2202080095	Aditya Anil Kaushik	BBA	Quippo Oil and Gas infrasturcture Ltd.
144	2302570013	Kajal	MBA	InnovateEra
145	2202080099	Dhruv .	BBA	Stearates India
146	2202080082	Gaurav Sharma	BBA	Stearates India
147	2302480006	Anshita	MBA In Digital Marketing (Imarticus learning)	Skyforge Pvt. Ltd.
148	2302570055	Pooja	MBA	Skyforge Pvt. Ltd.
149	2302570051	Jhanvi	MBA	Ram Rupee Pvt. Ltd.
150	2202080237	Kajal Maurya	BBA	Brand Street
151	2202080153	Aryan Gupta	BBA	Cramic Farms
152	2302570025	Sidharth Dembla	MBA	Skyforge Pvt. Ltd.
153	2202080185	Ayush Panwar	BBA	Broadwings Logistics pvt ltd.
154	2302480026	Karuna	MBA In Digital Marketing (Imarticus learning)	Grimbyte
155	2202390009	Rashi Sharma	BBA in BI and Analytics SAMATRIX	Teamlease
156	2202390021	Diksha Yadav	BBA in BI and Analytics SAMATRIX	Teamlease
157	2202080176	Shruti Chaturvedi	BBA	Pro Housy Point Tech Sol. Pvt. Ltd.
158	2202080074	Pallavi Kumari	BBA	Pro Housy Point Tech Sol. Pvt. Ltd.
159	2202390057	Akanksha Gupta	BBA in BI and Analytics SAMATRIX	Three Thirty AM Pvt. Ltd.
160	2302480018	Kartik Balwan	MBA In Digital Marketing (Imarticus learning)	Shri Balaji Sanitary & Hardware
161	2302480027	Muskan	MBA In Digital Marketing (Imarticus learning)	Shri Balaji Sanitary & Hardware
162	2302480016	Tanu Janghu	MBA In Digital Marketing (Imarticus learning)	Shri Balaji Sanitary & Hardware
163	2302480013	Simran	MBA In Digital Marketing (Imarticus learning)	Brandssoul IT Firm
164	2202080252	Aryan Kashyap	BBA	NEWTREO GLOBAL PVT LTD

Sr. No.	ROLL NO.	STUDENT NAME	COURSE	Name of Company
165	2202080238	Ayush Rawat	BBA	Winit media pvt ltd
166	2202070074	Jatin Rathi	B.Com (H)	SHREE OM JI CATTLE FEEDS
167	2202080183	Ashi Tripathi	BBA	Savi Vision Pvt Ltd.
168	2202080034	Ayush Gandhi	BBA	SIMHRSUCCESS LLP
169	2202080098	Himanshi Bhardwaj	BBA	Ashok Engineering Works
170	2202080092	Anshu	BBA	Navyug Indane
171	2302480032	Ravinder Singh	MBA In Digital Marketing (Imarticus learning)	GSB Reality Homes
172	2302480010	Kunal Tewatia	MBA In Digital Marketing (Imarticus learning)	Akash Pack Tech Pvt. Ltd.
173	2302480039	Yuvraj Null	MBA In Digital Marketing (Imarticus learning)	Sagar Travels
174	2302480038	Tushar Kumar	MBA In Digital Marketing (Imarticus learning)	Sagar Travels
175	2302480011	Badal Chaudhary	MBA In Digital Marketing (Imarticus learning)	Akash Pack Tech Pvt. Ltd.
176	2302480040	Garv Bansal	MBA In Digital Marketing (Imarticus learning)	Bansal Traders
177	2302480003	Abhishek	MBA In Digital Marketing (Imarticus learning)	Akash Pack Tech Pvt. Ltd.
178	2302570048	Prachi Jain	MBA	Shift purple Three Legged Voyager Pvt ltd
179	2302480037	Shyam	MBA In Digital Marketing (Imarticus learning)	Bansal Traders
180	2302570060	Tannu	MBA	All India Industrial Solutions
181	2202080019	Muskan Yadav	BBA	Prem Motors
182	2202080142	Divesh Yadav	BBA	Hemderi Sales Corporation
183	2202080096	Jiya Katyal	BBA	Metro Cool
184	2202070020	Sneha Shingari	B.Com (H)	WeddingWire India Private Limited
185	2202390055	Vishakha Gupta	BBA in BI and Analytics SAMATRIX	Positive Moves
186	2202080192	Siddharth Singh	BBA	Broadwings Logistics pvt ltd.
187	2302570071	Sahil Shrestha	MBA	Insplore
188	2302570061	Akansha Walia	MBA	Concentrix
189	2202070032	Heena Mittal	B.Com (H)	College Dekho
190	2202070068	Ritu Rani	B.Com (H)	College Dekho
191	2302570004	Himani Choudhary	MBA	Recruitment Cell.com
192	2202080229	Manya Bansal	BBA	Good Space AI
193	2202080184	Vaibhav Malik	BBA	Compass Group
194	2202080225	Prankur Varshney	BBA	Skills Root
195	2302480023	Shivani Chakkar	MBA In Digital Marketing (Imarticus learning)	AHIRWAL TRADING CORPORATION
196	2302480007	Ankita Yadav	MBA In Digital Marketing (Imarticus learning)	AHIRWAL TRADING CORPORATION
197	2202080091	Priyanka Negi	BBA	Acapella Productions
198	2302570063	Renu Chauhan	MBA	Iqor India Pvt. Ltd.
199	2202390015	Poorva Khare	BBA in BI and Analytics SAMATRIX	T & A Consulting
200	2202080105	Nisha Roy	BBA	Klaantek LLP
201	2202080086	Vicky Barman	BBA	Klaantek LLP
202	2202080249	Nikhil Sharma	BBA	Clan Wits India pvt ltd.
203	2302480042	Shekher	MBA In Digital Marketing (Imarticus learning)	Bansal Traders

THOUGHTS FROM FACULTY

SKILLS OVER DEGREES: RETHINKING EDUCATION FOR THE NEXT GENERATION

In an era where innovation drives progress and industries evolve rapidly, the traditional emphasis on degrees as the primary indicator of competence is being questioned. The global workforce is witnessing a paradigm shift where skills, adaptability, and real-world experience are valued over mere academic qualifications. This transformation demands a radical rethinking of education to align with the dynamic needs of the next generation.

The Changing Landscape of Education and Employment

For decades, a college degree was considered the golden ticket to career success. However, the emergence of automation, artificial intelligence, and digital transformation has disrupted this conventional narrative. Employers are now prioritizing problem-solving abilities, critical thinking, leadership, and digital literacy over mere credentials.

Why Skills Matter More Than Degrees

The digital economy has led to an increased demand for skills that are not necessarily taught in traditional classrooms. Some of the key reasons why skills are taking precedence over degrees include:

Industry Relevance: Many academic curriculums struggle to keep pace with industry advancements. Fields such as data science, AI, cybersecurity, and digital marketing require up-to-date knowledge, which traditional degree programs often lack.

Real-World Application: Hands-on experience through internships, apprenticeships, and projects equips students with the ability to apply theoretical concepts to real-world problems.

Rise of the Gig Economy: The modern workforce is shifting towards freelancing and contract-based employment, where skills determine opportunities rather than formal degrees.

Personalized Learning Paths: Online courses, boot camps, and micro-credential programs allow learners to acquire specific skills quickly and efficiently, often at a fraction of the cost of a traditional degree.

Employer Expectations: Leading companies like Google, Tesla, and IBM have redefined their hiring criteria, prioritizing demonstrable skills over degrees, ensuring access to the best talent pool.

The Role of Faculty in Nurturing a Skills-First Approach

Faculty members play a crucial role in shaping the future of education by embracing innovative teaching methodologies and fostering industry connections. Moving beyond traditional lecture-based teaching, educators can adopt problem-based learning, flipped classrooms, and interactive techniques to enhance student engagement.

Acting as mentors and industry connectors, faculty can bridge the gap between academia and real-world applications by facilitating student interactions with industry leaders, startups, and research organizations. Encouraging student-led learning through independent research projects, peer collaborations, and entrepreneurial ventures empowers students to take charge of their academic growth. Additionally, integrating AI and digital tools allows educators to leverage data-driven analytics to assess student progress and tailor learning methodologies for better outcomes. By adopting these strategies, faculty can create a dynamic, skill-driven educational environment that prepares students for the challenges of the evolving professional landscape. The Future of Work: Preparing for the Unknown

The World Economic Forum's Future of Jobs Report predicts that 50% of all employees will need reskilling by 2025 due to automation and digital advancements. The future workforce will require expertise in cybersecurity, blockchain, AI, renewable energy, and biotechnology—fields where traditional degrees often fail to keep pace.

To thrive in this environment, students must develop a growth mindset, adaptability, and a problem-solving approach that extends beyond formal education.

The Shift from Degrees to Skills is Inevitable

As we navigate the future of education and employment, skills will increasingly outweigh degrees in determining career success. Institutions that adapt by fostering experiential learning, industry collaboration, and tech-driven education will remain relevant in the changing landscape.

For students and professionals alike, the message is clear: learning is no longer confined to classrooms or degrees; it is an ongoing journey fuelled by curiosity, adaptability, and innovation. The future belongs to those who prioritize skills, embrace change, and commit to lifelong learning.

Dr. Jonika Lamba

Assistant Professor

SOMC

STUDENT CORNER

My Journey at KR Mangalam University: A Transformative MBA Experience

Pursuing my MBA in Digital Marketing at KR Mangalam University has been an enriching and transformative experience. From the moment I stepped onto campus, I was welcomed into an environment that fosters learning, creativity, and professional growth. One of the standout aspects of KR Mangalam University is its industry-oriented curriculum. Digital marketing is an ever-evolving field, and the university ensures that we stay ahead of trends through practical training, live projects, and industry collaborations. Guest lectures by industry experts and hands-on workshops have given me a deeper understanding of concepts like SEO, social media marketing, content strategy, and data analytics. The faculty here is truly exceptional. Their mentorship goes beyond textbooks, encouraging us to think critically and apply our knowledge to real-world challenges. The supportive academic environment and access to state-of-the-art facilities have enhanced my learning experience. Beyond academics, the vibrant campus life has added another dimension to my journey. From participating in marketing case competitions to networking with professionals at industry events, I have had countless opportunities to develop my skills and confidence. The university also fosters a culture of innovation, motivating students to think creatively and push boundaries. One of my most rewarding experiences was working on a research paper titled "The Impact of Social Media on Gen Z's Buying Decisions for Sustainable Products" With the guidance, I was able to delve into consumer behavior and sustainability, two topics that align with modern marketing trends. KR Mangalam University is more than just an institution; it is a place where ambitions are nurtured, and future leaders are shaped. As I continue my MBA journey, I am confident that



Megha Rajoriya

MBA Digital Marketing, Batch 2024-26

the knowledge and experiences gained here will empower me to excel in the dynamic world of digital marketing. I am proud to be a part of this university and look forward to leveraging my learnings to make a meaningful impact in the industry.

ALUMNI SPEAKS

At K.R. Mangalam University, success is not just about academic scores but also about the right opportunities, guidance, and confidence. One of our students, Shivly, shares her remarkable journey:

"I was never a topper or too serious about studies. In fact, I was the most carefree girl in university, always eager to explore different things. Despite that, my faculty and university always believed in me and my potential. Their trust and support helped me secure an incredible career opportunity—landing the highest salary package of ₹8.9 LPA early in life. Today, after almost a year, I'm financially independent, earning over ₹50,000 per month. None of this would have been possible without the unwavering belief and encouragement from my university."

Her story is a testament to how the right guidance, confidence, and opportunities can shape a bright future. We are proud of her achievements and wish her continued success!



Ms. Shivly

K.R. Mangalam University



K.R. MANGALAM UNIVERSITY
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